

75,000 Yards of Embroideries

It's a Big Store Full.

Every one of them have come in new for Monday's sale.

Once a year the greatest embroidery maker in Switzerland gives Cohen's Store the first chance to bid on the collection of odd lengths that accumulate from the machines.

Hundreds of Stores Wanted Them, But Cohen's Got Them.

They include the finest Swiss and Nainsook, and all are hand-loom work. Every kind, from the dainty baby edgings and insertings up to the 12-inch widths. The lengths are from three to six yards.

Prices are 10c, 12 1/2c, 16 1/2c, 19c and 25c, which is about half of values. See these other big values, too:

Embroidered Bands at 3c and 5c a yard, that are regular 8c to 12c values.

Embroidered Bands at 10c and 25c, that cost to 40c at wholesale.

Sale of Insertings from the narrow to 9 inches wide, for scarcely more than the cost of duty.

The widest Flouncings at 14 1/2c, 16c and 25c, that cost to 35c.

Edgings from 3c to 12 1/2c; the regular prices, 7c to 25c.

Counters full of All-Over Embroideries, so fashionable this season for waists, etc. Prices start at 25c and up to \$1.50; the ordinary prices from 50c to \$3.50.

Aisleway of Dress Goods

We played a high hand in coming before the Richmond public with a complete new Dress Goods Store, and we won. We won by merit—so all say that have come to the counters. There isn't anything that could be wished for that is not represented, and we do the selling at our usual small profit.

58-inch All-Wool Novelty Suiting, all new styles; 60c value, 50c.

2,000 yards 50-inch Sicilian, black and all colors; 85c value, 70c.

56-inch Invisible Checked and Striped Gray Ground Panama, all new; \$1.50 value, \$1.25.

50-inch Imported Novelty Silks and Wool Checked Suitings; \$2 value, \$1.50.

46-inch All-Wool French Volls, all colors; \$1.25 value, \$1.

46-inch All-Wool Cream and White Canvas Cloth; \$1 quality 75c.

46-inch Check and Striped Cream Mohairs, beautiful luster; \$1.30 value, \$1.

46-inch Checked Mohair, beautiful luster; \$1.25 quality, \$1.

50-inch All-Wool, very fine weave, Black Panama; \$2 value, \$1.50.

46-inch Check and Striped Black Mohair, nice for skirts; \$1.25 value, \$1.

38-inch All-Wool Black Batiste, extra fine weave; 60c quality, 50c.

46-inch All-Wool Striped Black Volls; \$1 quality, 60c.

46-inch Silk Warp Black Mohair; \$1.25 value, \$1.

46-inch All-Wool Black French Volls; \$1.25 value, \$1.

38-inch Black Mohair, beautiful luster; 65c value, 50c.

Cohen's Great Store for the Richmond Public

Grown to an immensity, and yet never losing sight of betterment. We ask you to help in exchange for the best work we know how to render.

The Easter Exhibition of Merchandise

shows the accuracy and wonderful ability of the store's powers and its tremendous resources.

Every aisleway, every part of the enlarged store, is filled with tempting and, to a great extent, underpriced new creations from the many merchandise centres. Read what follows:

75c Crepe de Chine, 45c

Cohen's Silk Store has picked from a difficult market the class of bargains which has always given it individuality. You can depend always on its doing the very best for you, but a comparison of our prices will show a greater price inducement this season than for years. See what we have provided for you for Monday.

45c for 75c Imported Silk Crepe de Chine.

It's the clingy Chiffon-Finish Crepe de Chine, in a line of beautiful street and evening shades, Albee and navy blue, gray, helio, pink, cream, white rose, rose and black.

50c for 85c Colored Mesallines.

A soft, bright, all-silk fabric, much in demand.

25c for 40c Black China Silk.

Light weight, pure silk, smooth, even weave; bright and strong.

White Japanese Habutais, exceptional values.

20 inches wide, 10c; 25 inches wide, 20c; 27 inches wide, 30c; 35 inches wide, 35c and 50c, and the extra heavy quality, 60c.

75c for 90c Black Taffeta Silk.

Yard wide, bright, and all pure silk; a most desirable silk for Eton Suits.

55c for 75c Black Taffeta.

Fine Chiffon finish, stiff edges, bright, strong and durable.

45c for 65c Check Silks.

All size shepherd checks, in such wanted colors as navy and white, black and white, red and white, green and white, and other colors.

\$1 for \$1.35 Black Taffeta.

Extra lustrous finish, heavy enough for all purposes; full yard wide.

50c for \$1 Chiffon Taffeta.

27 inches wide, an exceptionally good bargain, in five different color combinations, suitable for whole costumes.

85c for \$1.25 Fancy Silks.

Lots of neat styles in the new color effects, including the pastel shades.

85c for \$1.25 Black Chiffon Cloth.

45 inches wide, a fine, transparent, pure silk fabric, made for whole dresses.

50c for 75c Black India Silk.

35 inches wide, a bright, lustrous weave, soft and clingy; fine for summer wear.

Paris and Richmond in Gloves.

Anything that may be in demand in the capital of France finds its way direct, and quickly as possible, to Cohen's. This applies to fabric as well as Kid Gloves of every length, color or description.

It's the headquarters for reliable Gloves.

Easter Long Silk Gloves

With Double Fingers.

Every size in the 16-button lengths, black or white, \$1.00.

Match your dress in the finest Silk Glove made for \$1, a pair.

You have tried the "Amsterdam" Silk Gloves at 50c, 75c and \$1.

They are double finger tipped, and have no competitors in wear.

Every Sort of Long or Clasp Kid Gloves.

\$1 Kid Gloves of the ordinary stores are 47c here.

The Cohen \$1 Gloves are ahead of any you buy anywhere. They are and always have been the best Gloves in town for \$1.

The Trefousse Gloves are \$1.50 and \$2. You know them.

A Matting Store

40c Values 25c

Whether it is the least or the highest priced Matting, you can get them; all yours at Cohen's small-profit prices. There are some big inducements to housekeepers in third floor Carpet Store now.

For 25c a yard, over 30 patterns of Heavy China Matting, large or small checks, plaids or stripes; clean, jointless Matting, worth up to 35c—laying included.

Over 50 patterns of Linen Warp Matting, in every color, and some of the newest carpet effects; worth up to 40c yard. Any for 25c a yard, laid.

Cross Matting, for rooms and halls, 40c a yard.

35c Linings, 12 1/2c

Two Other Specials

See if you can duplicate these anywhere in the city:

1,000 yards fine quality Linings, consisting of Peau de Soie, Heatherbloom and Anderson's Lining; worth 25c and 35c a yard, lengths to 5 yards, any for 12 1/2c a yard.

25 pieces Black Perendine Lining, made to sell at 30c; sale at 12 1/2c a yard.

10 pieces Soft Finish Black 25c Satene, 10c a yard.

75c Val. Laces, 34c.

3,000 Pieces Have Come.

Every woman in Richmond will recognize immediately the importance of such a purchase as this.

Not once a year does such a chance come to a lace buyer, and ours were quick to take it.

They include German, French and Italian makes, in edgings, insertings and match patterns. The regular price is 75c a dozen yards, but these will be 34c a dozen, or 3c a yard.

Thousands of yards of Cotton Torchons and Cluny Laces, Edgings and Insertings, in widths to 5 inches; values 6c, 6c and 8c; any for 3c a yard.

Other Laces are 4c, 5c and upward a yard.

Each and every piece undergoes our scrutiny to prove their worth after laundering.

Handsome French Laces of every description, in all their new effects, from 15c to \$4.50 a yard.

All-Over Laces and Nets in all their new creations, 25c a yard and upward.

Black Hand-Run Laces among all these—the effect of their production has run Paris half width—35c to \$2.50 a yard.

Bargains in Made Garments

The SECOND FLOOR GARMENT STORE has a brilliant story, and every garment offered in this sale comes up to the full standard of Cohen's best tailoring and styles that are exceptional.

Women's Newest Style Suits

made to have sold for double.

Women's Newest Style Shirt Waists

that were meant to sell for double. It appears that the forethought of several manufacturers for the Easter supply were far ahead of realization. They became frightened, and we made a quick deal with them. It's the best business news of the season.

Suits that were \$25 to \$30, the newest and prettiest of the season; nearly 100 to choose from; all the new shades made up in style and tailoring for the best Suits we've seen this season; take any of these Suits Monday for \$15. Come when you see this and have the first choice.

\$19 Silk Shirt Waist Suits for \$12.50.

\$21 ones for \$15.

All-Wool Cream Suits, that would sell readily for \$25, are \$15.

\$10 Rain Coats, newest styles, all colors and sizes, for \$6.50.

Newest Covert Jackets at 60c on the dollar.

\$5.75 for \$10 Jackets.

\$3 for \$6.75 Jackets.

\$3.98 FOR \$5.50 SKIRTS.

\$5 for \$7.50 Skirts.

\$7.50 for \$12.50 All-Silk Taffeta Skirts.

Other garments in too small lots to speak of are here at just such prices.

Confirmation Dresses are ready in an endless variety. We save you one-half in buying them ready made, and for the most perfect and best styles of the season.

Children's Dresses, white and colors; every size and every kind; sizes to 14 years. These goods are made with the greatest care and perfection to sell at our usual small profit prices.

Hundreds of the Most Beautiful Shirt Waists.

\$5 for \$5.50 Silk Shirt Waists.

100c for Shirt Waists that cost to \$2.25.

\$1.60 for Shirt Waists that were meant to sell for \$3.

\$1.25 for Waists that cost \$2.25 to make.

50c for White Waists that were meant to sell for 95c.

\$3.98 for Hand-Embroidered Linen Lingerie Waists, made to sell for \$5.75.

There are hundreds to choose from; every size in any of the styles to begin with. This refers to black, white and a few colored Waists. Many of the Waists on sale are trimmed with hand-made lace, and are entirely new this season.

Infants' Dresses, Also.

Infants' White Dresses that should sell for \$2.25, are \$1.25.

\$3 Dresses for \$1.75.

\$3.75 Dresses for \$2.50. They're very pretty.

50c Dresses for 50c.

The Infant Department contains a variety of styles so pleasing in everything that you can call for that it would make even the infant smile.

The Reign of Ribbons

Easter is the Ribbon season. Nothing else gives such beautiful color combinations, typical of the season. They are more fashionable this year than ever.

For hat or the hair, for sashes or dress trimming, their uses are many, and there is nothing that can take their place.

We have some wonderful values for Monday. See these:

2,000 yards 3 1/2-inch All-Silk Taffeta Ribbons, in every shade, made to sell at 12 1/2c. Sale Monday, 8 1/2c a yard.

No. 2 Fancy Trimming Ribbons, were 10c for 1 1/2c yard. Not all shades.

3 inch Satin Taffeta Ribbon, all good shades, for 10c a yard; regular the quality.

4 inch Black Taffeta Ribbon, made to sell at 32c. Sale at 10c a yard.

New lot of Black and White Striped and Checked 3 1/2 inch 25c Ribbons for 10c a yard.

3 1/2 inch Roman Striped Ribbon, all silk, pretty combinations; good 35c value. Special, 20c a yard.

5 inch New Warp Print Ribbon, new designs; a good 42c value, for 20c.

4 inch Stiff Hair Ribbon, all good shades; 10c value, for 15c.

New line of 3 1/2 inch All-Pure Silk Ribbons, in the new shades, for 25c a yard.

1,200 yards fine Dresden Ribbons in all colors; made to sell at 25c. Sale price is 12 1/2c a yard.

6 inch Black Hat Trimming Ribbon, made to sell at 45c. Sale at 25c a yard.

6 inch Louisiana Ribbons, all colors; made to sell at 35c. Very special at 20c a yard.

Two Demonstrations

Greatest Event of the Season

20 Mule Team Borax

Every one has heard of this wonderful goods, but the producers want every housekeeper to try it.

Wonderful Offer

This Borax, as well as the Borax Soap, will be demonstrated on our main floor Monday. During the time it is here we will give a beautiful 15x20

Christy Head Free

with every twenty-five cent purchase of Borax or Borax Soap.

NOTE.—The number of these pictures is limited, and you had better not delay too long.

Mary T. Goldman's Gray Hair Restorer

Is one of the marvels of the age.

The demonstration of this wonderful discovery in one of our large front windows will be a great event for Monday and the week.

Growing Old

is an art, and it should be done gracefully, but it does not require gray hair to do it. This discovery has worked wonders in other large cities, and we want every one in Richmond to see this

Demonstration

Optical Ideas.

Our Optical Department is doing good work. Large numbers of people congratulate us daily on our expert service and the great relief they have had from the use of our glasses.

We look after the minutest detail in the fitting of glasses, and that is why we can guarantee satisfaction.

Our Monday's Special should interest every one.

\$3 Gold Filled Skeleton Eye Glasses for \$1.

Stylish! Comfortable!

Monday Jewelry Specials

It costs us no more to sell jewelry than anything else, and the quantity bought and sold helps us to give you the big end of the bargain.

127 Boxes fine Fancy Buck Combs, made to sell at 75c and 85c, one in a box, 20c each.

A new lot of Jeweled Dog Collar Chains, all the latest, are 50c to \$1.00.

Another lot of fine 75c, \$1 and \$1.25 Combs are 50c each.

15c Pearl Buckles for trimmings, are now 5c.

25 gross new style Hat Pins, Buckles, Brooches and Pearl Neck Bands, worth to 25c, sale at 10c each.

Novelties in Neckwear Supporters, set in brilliant and turquoise, only 25c.

Queer Work for Soldiers.

McNally retains all his faculties, and enjoys his pipe as much as ever. He has never learned to read or write. On fine days he is wheeled round the garden in a chair, and is well cared for in every way. When each of his birthdays comes

round it is celebrated by a fete, in which all the inmates, some three hundred in number, as well as the staff, participate. He is proud of the fact that on his hundredth birthday the present Archbishop of Westminster (Dr. Bourne) was among those who assisted in the festivities.

severely wound young children. People were even compelled to abandon their homes. At last the government was applied to for assistance, and from the garrisons of the neighboring towns soldiers were dispatched to the assistance of the inhabitants, who were, with their aid, enabled at length to stem the redoubtable invasion.

Sparrows were the pest that the French troops were called upon to exterminate some time ago in Algiers.

During the maneuvers recently held at Chartres a lion escaped from a traveling menagerie and went off at a brisk pace through the town. Great was the consternation of the inhabitants, who called upon the soldiers for protection. For answer the latter bade the timid citizens keep within doors, and secured the streets until the savage beast was captured.

In August of 1900, during the journey of a company of French engineers from the capital of Marseilles, the driver, by some unfortunate accident, fell from the engine on to the line, while the stoker,

THINGS THAT WERE DONE IN THE OLDEN DAYS

Some harps have been discovered in Egyptian tombs, the strings of which, in several instances, were intact, and gave forth distinct sounds, after an estimated silence of 3,000 years.

Birthdays were celebrated as long ago as the time of Pharaoh.

Peter the Great, it is said, borrowed the idea of the Russian flag from the Dutch, among whom he learned shipbuilding. He simply turned the patch colors, red, white and blue, upside down to make a Russian flag.

In the early part of the last century a firm of contractors named Jerry Brothers carried on business in Liverpool, England, and earned an unpleasant notoriety by putting up rapidly built, showy, but ill-constructed, houses, so that their name eventually became general for such builders and such work in all parts of the world.

The coach in which the Lord Mayor of London rides on state occasions has been in use since 1757.

The entire fleet of Columbus was worth only \$2,000, and the explorer's salary was \$200 a year.

An edict of Charles IX. of France, dated 1563 made it a civil offense to offend a Jew.

Argo Red Salmon is one of the most palatable, wholesome and nutritious articles of food ever introduced in this market. It sells at fifteen cents a can, and within the next two weeks will be on every grocer's shelf in Richmond.

Argo Red Salmon is standard in quality, quantity, color and price. Fifteen cents per can. All grocers have it.

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for any guest more than three courses at one meal. If a fourth appeared, the provider of the feast was liable to a fine of 200 francs; while the guests who partook of it could be called upon to pay the authorities 40 francs each.

Ropes made of various kinds of fibre and leather are of very ancient date. Ropes of palm have been found in Egypt in the tombs of Beni-Hassan (about 3000 B. C.), and on the walls of these tombs is also shown the process of preparing hemp. In a tomb at Thebes of the time of Thothmes III. (about 1600 B. C.) is a group representing the process of twisting, though of leather and the method of cutting leather into thongs.